Important Instructions for Using Polaroid® Land Film—Type 41

This is the picture roll which made picture-in-a-minute photography famous. Millions of pictures have already been taken with Type 41 film and from this experience has come a set of basic instructions for using it. You'll get the most out of this film if you read these directions carefully.

EXPOSURE GUIDE Set Model 95A shutter to numbers shown below. (Always set exactly on a number.) For Pathfinder Camera, use these numbers to select shutter-lens combination from calculator on range finder.

SHUTTER SETTINGS Model 95A Camera	SUN SUBJECT	Bright	Hazy Soft Shadows	Cloudy No Shadow	Dull
	AVERAGE: People, pets	5	4	3	2
	BRIGHT: Beach, snow	8 or 7	6 or 5	4	3
	DARK: Shady spots	4	3	2	1

To correct the exposure: If picture is too light, use higher number; if too dark, use lower number.

DEVELOPMENT TIME After pulling the tab to start processing, allow about a minute (45-90 seconds) before removing picture. If camera is cold, allow 2 minutes near 45° F, 3 minutes near 32° F, 5 minutes near 15° F.

FILM SPEED With Polaroid Exposure Meter PR-22, set scale to speed C in daylight, speed D in artificial light. With conventional (ASA) meters corresponding daylight exposure index is 100, tungsten — 70. Type 41 is orthochromatic.

(OVER)

(Tear off on this line)

NAME _____

STREET ADDRESS _____

CITY, ZONE AND STATE _____

THE NAME AND ADDRESS ABOVE WILL BE THE ONLY RECORD WE HAVE OF YOUR ORDER . . . BE SURE TO FILL IT IN.

HOW TO GET COPIES

Polaroid offers a high quality, fast reprint service. Here's how to obtain copies, mounted enlargements and copy negatives.

1. Write on back of each print along the margin desired number of copies, film negatives, or enlargements. If you want enlargements hand-colored, specify "colored enlargements," and indicate important colors wanted. Use soft pencil or ink, write on hard surface. Write on back edge to avoid marring print.

2. Fill out the order blank on the reverse side. Print name and complete address above and on reverse side. One will be used for return mailing.

3. Enclose original pictures (not negatives) in folded film box (instructions on film box) or some other stiffener to protect prints. Place in an envelope with check or money order. Stamp and mail to:

POLAROID CORP., BOX 311, CAMBRIDGE 39, MASS.

Postage: Air Mail 2 - 4 pictures, 6¢; 5 - 8 pictures, 12¢
Regular Mail 2 - 4 pictures, 3¢; 5 - 8 pictures, 6¢

Originals damaged or lost in handling by Polaroid Corporation will be replaced with picture rolls. Except for such replacement, copies are made without warranty or other liability of any kind.

NAME _____

STREET ADDRESS _____

CITY, ZONE, STATE _____

PRINT YOUR NAME AND ADDRESS CLEARLY. THIS WILL BE USED AS A RETURN MAILING LABEL. BE SURE TO FILL IN NAME AND ADDRESS ON REVERSE SIDE TOO.

COPY SERVICE ORDER BLANK

Number of Originals Enclosed (These will be returned to you) _____ [ ]

Total No. of Copies Wanted _____ @ 2 for 25¢ = _____

Total Black & White Enlargements (5"x7") _____ @ 75¢ each = _____

Total Hand-Colored Enlargements (5"x7") _____ @ $1.50 each = _____

Film Negatives Wanted ..... _____ @ 15¢ each = _____

Total of order = _____

For top speed service enclose additional 25¢ to cover Air Mail.* = _____

Check or Money Order **Total Amount Enclosed** = _____
Must Be Enclosed. Minimum Order 50¢.

DO NOT WRITE IN THIS BLOCK

*Unless you request this service, your orders will be returned 3rd class mail. Please allow plenty of time for this return — up to 3 weeks when mails are crowded.

(Tear off on this line)

Important Instructions

(continued)

FLASH For regular flash shots with #202, #240 and #222 flash guns, use the flash guide printed here.

SHUTTER SETTINGS FOR TYPE 41 FILM									
Dist. (Feet)	3½	4	5	6	8	10	15	20	30
No. 5-PF4 Press-25	8	8	7	7	6	6	5	4	2
Bantam 8 PF-3	8	7	7	6	6	5	4	2	—

NOTE: When using previous models, set shutter 1 number lower than indicated on above chart.

CARE OF PRINTS Coat each print immediately. Uncurl the print by drawing it over a table edge. Coat entire print with 6 or 8 reasonably firm, straight strokes, including edges and corners. Store prints in albums approved by Polaroid, available through your dealer. DO NOT store prints in ordinary paper albums, or use ordinary black paper mounting corners.

HAVE YOU TRIED THE MAGNIFICENT NEW POLAROID LAND FILMS?

Polaroid PolaPan® Land Film is an exciting, panchromatic film which provides these important extras: Greater Range for detail in shadowed areas, true rendition of skin tones. Great Latitude for new economy because of fewer missed exposures. Speed for lengthening your photographic day since much less light is required for good pictures. Polaroid PolaPan opens up a whole new world of photography and it is available in two speeds.

TYPE 42 — Polaroid PolaPan 200 for the Speedliner and Pathfinder. Eight exposures (3¼ x 4¼) $1.98

TYPE 44 — Polaroid PolaPan 400 for the Speedliner and Pathfinder combines all Polaroid PolaPan qualities with truly high speed. (ASA equivalent is 400). With the 400 speed you'll be able to take pictures under very adverse lighting conditions — even snapshots indoors with just the light coming in a window. Eight exposures (3¼ x 4¼) $2.19

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